



ALFA REBUILD

— FOUNDDING PREVIEW

MIND FIRST.

How I rebuilt, three pages to start on today, and what the founding members are building together.

ALFAREBUILD.COM

FOUNDING LIST · OPEN NOW



— THE MISSION —

To give men the mental and physical strength to unlock their **full potential, face life's hardest challenges head-on, and live deliberately, **on their own terms**.**

ALFA REBUILD

I RAN THE SCRIPT FOR A DECADE.

Law school at 20. Associate at a top law firm at 25. By every outside measure I was doing well.

Then I ran on autopilot for the next decade to keep it that way. Chase the next number. Keep moving. Never stop long enough to look underneath.

Something was off, and I didn't have the words for it. The more I achieved, the less any of it touched me. The habits I leaned on to take the edge off, drinking among them, only made it worse.

By my late thirties my focus, my edge and my health had quietly gone. I was clinically obese and on five daily medications for my heart and metabolism. I was running on fumes and calling it discipline.

The harder I ran, the further the goal moved. When that finally landed, the noise stopped.



THEN I STOPPED FOLLOWING IT.

In January 2025 I pressed a hard reset. I let go of everything tied to the old version of me and cut whatever wasn't moving me forward. Then I rebuilt from the ground up, in silence, with no audience and nobody else's expectations to carry.

I started with the mind, because the mind runs everything. I stopped following the script I'd been handed and started making decisions that were actually mine.

No strict training program, no diet. What changed was the inner state I operated from, and the man I believed myself to be. With that in place, the training and the mindset had something to build on. Self-worth came back, and so did belonging. Health, focus and the work I care about turned out to be by-products.

**MIND FIRST.
BODY SECOND.
LIFE THIRD.**

A year later I tested the approach with my brother, then with a handful of professionals. It held for them too. That's when I knew it was bigger than my story.

— THE RECORD

WHAT A REBUILT MIND LEFT BEHIND.



MARKER	THEN	NOW
Weight	221lbs—obese	143 lbs · normal
Blood pressure	160 / 100	119 / 77
Cholesterol (mmol/L)	10.14	4.65
Triglycerides (mmol/L)	4.23	0.74
Daily medications	5	Zero

Physician-confirmed. No strict training program, no diet. My personal results, not promised outcomes.

WHICH FACE IS RUNNING YOU?

The pattern shows up in different faces. Most men have one or two. Score each one for the last 30 days. Be honest. Nobody sees this but you.

0 never · 1 now and then · 2 most weeks · 3 most days

THE OVERWORK	The inbox at midnight, and the weekend that's never really off.	0	1	2	3
THE SCROLL	The feed at 1 a.m. that was supposed to be five minutes.	0	1	2	3
THE SCREEN	The one behind a closed door that nobody knows about.	0	1	2	3
THE FOOD	The late plate after everyone's gone up, eaten fast and alone.	0	1	2	3
THE ANGER	The short fuse that comes home at six.	0	1	2	3
THE DRINK	The pour that stopped being a choice a while ago.	0	1	2	3
THE SMOKE	The one that takes the edge off the evening, and everything else with it.	0	1	2	3
THE BET	The app that turned every game into a transaction.	0	1	2	3
THE SHUTDOWN	The couch at eight, and suddenly it's eleven. Just existing.	0	1	2	3
THE AUTOPILOT	Days that run themselves while you watch from behind your own eyes.	0	1	2	3

Circle your highest score. That's the face to start with.

MAP ONE LOOP.

Take the face you circled. Think of the last time it ran, start to finish. One line for each step. Short answers are fine.

1 • WHAT SET IT OFF?

Where you were, what time it was, what had just happened.

2 • WHAT DID YOU TELL YOURSELF?

The line that made it okay in the moment.

3 • WHAT DID YOU DO?

Plainly, the way you'd say it to yourself.

4 • WHAT DID IT COST YOU?

That night, the next morning, the people around you.

5 • WHAT WOULD THE MAN YOU WANT TO BE HAVE DONE?

One small thing, at the moment in line 1.

That's the loop. It runs the same way most times, which is why it can be broken.

TOMORROW MORNING, TEN MINUTES.

Before you pick up your phone. The same practice every ALFA member starts with.

01 BREATHE · 4 MINUTES

Sit upright. In for 4, hold 4, out for 4, hold 4. Set a timer and count time, not breaths.

02 STILL · 3 MINUTES

Hands on thighs, no phone. Let thoughts come and go without following them.

03 MOVE · 10 PUSH-UPS

Small is the point. The day starts under your direction.

04 COLD WATER · 30 SECONDS

Face, wrists and the back of your neck. Cold, not cool.

A TASTE OF HOW WE WORK

Seeing the loop is where it starts. Breaking it for good is what we do together inside ALFA: a daily structure where each day builds on the one before, and a circle of men who notice when you drift.

Your ALFA brother remembers what you wrote, so the work picks up where you left it. The next pages show the full path.

WHAT IT'S BUILT ON.

A structured path in three phases: 65 days in the app, run with your circle. A clear start and a clear end.

RESET See what's been running you

- 01 BREAK THE AUTOPILOT**
Stop, and see the automatic habits for what they are.
- 02 HOW YOUR MIND RUNS YOU**
The sequence that fires before you've decided anything.
- 03 WHAT SETS IT OFF**
The outside and inside signals that set off the old habits.
- 04 WHAT'S YOUR STORY?**
Where your beliefs came from, and the story you've been living.
- 05 THE DECISION**
The full ledger, and the decision you put in writing.

RESTART Build the new operating system

- 06 THE PULL**
What a pull really is, and how to ride it out.
- 07 CONTROL YOUR INNER STATE**
What emotion is telling you, and the gap before you act.
- 08 THE NEW ARCHITECTURE**
Habits that don't need motivation, your environment, your body, your day.

RESTART continued

09 THE NEW IDENTITY

Becoming the man you're building, and holding it when the old one pushes back.

10 THE STANDARDS

Standards over goals, and accountability over self-punishment.

11 DIRECTION

What all of it is for, written into your own operations manual.

REBUILD Run it for life

12 OPERATING THE SYSTEM

The disciplines that hold everything, and why drift is never neutral.

13 UNTOUCHABLE

What permanence requires, and the man you are in every room.

14 THE DEFAULT MODE

The steady observer as your default, and resilience as how fast you come back.

15 THE MAN YOU BUILT

Releasing what can't be carried, and the commitment you make going forward.



YOU REBUILD IN PRIVATE. YOU DON'T REBUILD ALONE.

You run the blueprint in the app, with a small circle of men: 65 days of structured work, a circle that holds you to it, and one that keeps going after.

THE BLUEPRINT

The full structured path, inside the ALFA app, run with your circle.

CIRCLE SESSIONS

The day's idea talked through together, physical activity any man can do at any level, and an open conversation without judgment. Mind, body and spirit.

ALFA AI BROTHER

A purpose-built AI that knows the method and your situation, and answers you on it at any hour, between sessions.

THE ALFA NETWORK

Circles connected in the app, formed by area as men join. Led from within, each circle runs its own meetups and events.

THE CODE

MIND FIRST

Everything else follows.

EVERY MAN EQUAL

Ego at the door. No ranks.

LOCAL WHERE POSSIBLE

Circles form by area as men join.

LED FROM WITHIN

Every man leads in turn.

ENDS WITH THE CHECK-IN

Win, challenge, next action.

STAYS IN THE CIRCLE

What's said here stays here.

WHAT HAPPENS NEXT.

01 ONE EMAIL A MONTH

How it's being built, and what the founding members are shaping.

02 FIRST ACCESS

The founding list hears the opening dates before anyone else.

03 FOUNDING PRICE

Offered to the list before it opens. The first 30 founding members lock it in for as long as they stay.

04 THE GUARANTEE

Do the first 20 days, every day's work logged in the app. If at Day 20 it hasn't changed something you can point to, say so and every dollar comes back. No questions. The condition is the work, not the result.

Wherever you're starting from, all it takes is a real willingness to become your best.

Iron sharpens iron. Rebuild together.

I'll see you inside.

Taran

Know a man who expects more of himself? Send him to alfarebuild.com.
That's what this is for.

ONE DAY AT A TIME